

Exhibit 10

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INDUSTRY NEWS MATTRESS COMPARISONS

Purple vs GhostBed Mattress Comparison

By honest mattress reviews 5 min read



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Round 1 | Mattress Quality + Support Value

PURPLE VS GHOSTBED MATTRESS QUALITY + SUPPORT VALUE		
ROUND ONE	purple	GHOSTBED
Top Layer	2" Polymer	1.5" Latex Foam
Middle Layer	3" Polyurethane Foam	2" Gel Memory Foam
Bottom Layer	4" Polyurethane Foam	7.5" High Density Support Foam
Cover Material Rating	9 /10	9 /10
Total Mattress Height	9.5" Height	11" Height
Firmness Rating	6.4 /10	6.7 /10
Support Rating	Up To 300 Per Side	Up To 400 Per Side
Reduced Motion Transfer Rating	8 /10	9 /10
ROUND ONE SCORE	7.8 PTS	9 PTS

Round 1 Summary: We really liked both mattresses here. One has a unique approach to what creates comfort in the form of a rubber-like polymer (Purple) while the other has 15+ years of high-end mattress creation experience. Round one really comes down to quality and support values. GhostBed's 1.5" additional height makes a huge difference in weight distribution. This means if you're a heavier individual you will have more support on the GhostBed. Purple's 2 polyurethane foam layers are basically just different density base filler foams. The GhostBed mattress has two layers of technology in cooling and memory foam.

Visit OnPurple.com

Visit GhostBed.com

Our Purple Review

Our GhostBed Review

Not Available On Amazon

Amazon Reviews

Round 2 | Cooling + Comfort

PURPLE VS GHOSTBED MATTRESS COOLING + COMFORT		
ROUND TWO	purple	GHOSTBED
Cover Cooling Rating	7.9 /10	7.5 /10
Foam Cooling Rating	7.2 /10	8 /10

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Overall Cooling Rating	7.6 /10	7.75 /10
Child's Comfort Rating	8 /10	8 /10
Teen's Comfort Rating	9 /10	8 /10
Millennial's Comfort Rating	8 /10	9 /10
Gen X's Comfort Rating	7 /10	7 /10
Baby Boomer's Comfort Rating	6 /10	7.5 /10
Light Weight Comfort Rating	8 /10	7 /10
Average Weight Comfort Rating	7 /10	8 /10
Heavy Weight Comfort Rating	6 /10	9 /10
ROUND TWO SCORE	7.9 PTS	8 PTS

Round 2 Summary: This comparison required a large group of testers to provide the most accurate comparison data. For each segment, we tested ten different people for each age category. This provided us the ability to find the average total combined scores. The key takeaway from round two is that both mattresses provide great cooling and comfort.

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Our Purple Review



Not Available On Amazon

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Our GhostBed Review

Amazon Reviews

Round 3 | Cost Value + Sleep Trial

PURPLE VS GHOSTBED COST VALUE + SLEEP TRIAL		
ROUND THREE		
Twin	Not Offered	\$495
Twin XL	\$699	\$600
Full	Not Offered	\$675
Queen	\$999	\$750
King	\$1299	\$900
California King	Not Offered	\$925
Sleep Trial Duration	100 Nights	101 Nights
Sleep Trial Rating	8 /10	8 /10
Free Shipping	Yes	Yes
Free Returns	Yes	Yes
Warranty Duration	10 Years	20 Years
Warranty Duration Rating	6 /10	10 /10
ROUND THREE SCORE	6 PTS	10 PTS

Round 3 Summary: This rating is all based on protecting your investment. GhostBed is clearly better priced while providing a longer warranty. After researching over 40+ mattresses on the market the GhostBed provides the longest warranty on the market. Both mattresses provide a quality night's sleep but the score here clearly reflects the better investment.

Visit OnPurple.com

Our Purple Review

Not Available On Amazon

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Our GhostBed Review

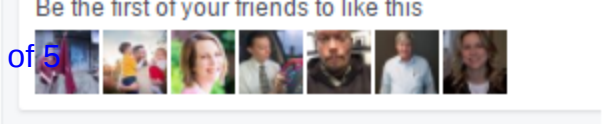
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GhostBed vs Leesa Mattress Comparision

PURPLE VS GHOSTBED COMPARISON RATING		
		
FINAL SCORE	22 /30	27 /30

Overall Summary: Purple has become a brand we’ve come to love from a creative standpoint because of their viral videos. GhostBed comes from Nature’s Sleep, a high-end brand selling to companies like Macy’s and Wayfair. In this comparison, experience beats marketing when evaluating the complete overall value.

In Conclusion, Purple is the better mattress than GhostBed.



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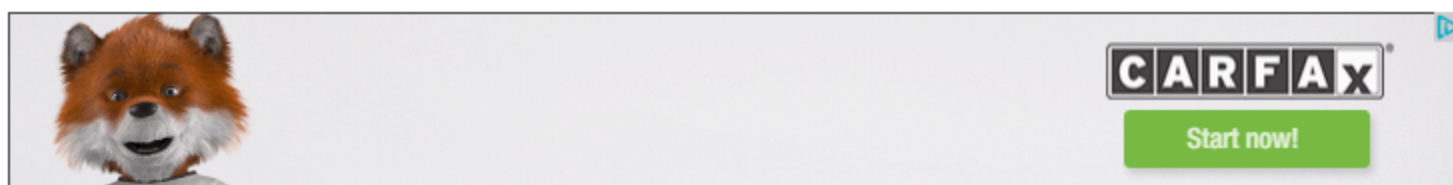


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